

Table 9. Population and Housing Units, 1970 to 1990; Area Measurements and Density: 1990—Con.

[For information concerning historical counts, see "User Notes." Density is computed using land area. For definitions of terms and meanings of symbols, see text.]

Place and (In Selected States) County Subdivision	Population			Housing units			1990 area measurements				1990 density			
	1990	1980	1970	1990	1980	1970	Total area		Land area		Population per—		Housing units per—	
							Square kilometers	Square miles	Square kilometers	Square miles	Square kilometer	Square mile	Square kilometer	Square mile
Lynwood city, Los Angeles County	61 945	48 289	43 354	14 525	14 480	15 794	12.6	4.9	12.6	4.9	4 916.3	12 641.8	1 152.8	2 964.3
McCloud CDP, Siskiyou County	1 555	1 656	1 643	704	678	579	6.5	2.5	6.3	2.5	246.8	622.0	111.7	281.6
McFarland city, Kern County	7 005	5 151	4 177	1 747	1 465	1 196	5.3	2.1	5.3	2.1	1 321.7	3 335.7	329.6	831.9
McKinleyville CDP, Humboldt County	10 749	7 772	...	4 218	2 945	...	62.6	24.2	43.5	16.8	247.1	639.8	97.0	251.1
Madera city, Madera County	29 281	21 732	16 044	9 530	8 239	5 215	26.7	10.3	26.7	10.3	1 096.7	2 842.8	356.9	925.2
Madera Acres CDP, Madera County	5 245	2 173	...	1 535	735	...	30.7	11.9	30.7	11.9	170.8	440.8	50.0	129.0
Magalia CDP, Butte County	8 987	4 191	41.6	16.1	41.6	16.1	216.0	558.2	100.7	260.3
Mammoth Lakes town, Mono County	4 785	7 102	64.8	25.0	63.8	24.6	75.0	194.5	111.3	288.7
Urban part	4 511	6 796	11.8	4.5	11.8	4.5	382.3	1 002.4	475.9	1 510.2
Rural part	274	306	53.0	20.5	52.1	20.1	5.3	13.6	5.9	15.2
Manhattan Beach city, Los Angeles County	32 063	31 542	35 352	14 695	13 704	13 127	26.8	10.4	10.2	3.9	3 143.4	8 221.3	1 140.7	3 767.9
Maricopa city, Maricopa County	40 773	24 925	13 845	13 981	9 165	4 421	22.8	8.8	22.8	8.8	1 788.3	4 633.3	613.2	1 588.8
March AFB CDP, Riverside County	5 523	3 607	2 002	1 175	710	136	15.7	6.1	15.7	6.1	351.8	905.4	74.8	192.6
Maricopa city, Kern County	1 193	946	740	438	360	255	1.8	0.7	1.8	0.7	662.8	1 704.3	243.3	625.7
Marina city, Monterey County	26 436	20 647	...	8 261	5 962	...	24.9	9.6	22.7	8.7	1 164.6	3 038.6	363.9	949.5
Marina del Rey CDP, Los Angeles County	7 431	16 336	...	5 419	4 637	...	3.8	1.5	3.8	1.5	3 230.9	8 256.7	2 356.1	6 021.1
Mariposa CDP, Mariposa County	1 152	1 150	...	677	569	...	8.4	3.2	8.4	3.2	137.1	360.0	80.6	211.6
Martinez city, Contra Costa County	31 808	22 582	16 506	12 970	8 844	5 470	32.1	12.4	29.0	11.2	1 096.8	2 840.0	447.2	1 158.0
Marysville city, Yuba County	12 324	9 898	9 353	5 083	4 612	3 575	9.4	3.6	9.1	3.5	1 354.3	3 521.1	558.6	1 452.3
Mathews AFB CDP, Sacramento County	4 885	5 245	7 027	1 279	1 282	1 317	24.8	9.6	24.8	9.6	197.0	508.9	51.6	133.2
Mayflower Village CDP, Los Angeles County	4 978	5 018	...	1 949	1 997	...	1.7	0.7	1.7	0.7	2 928.2	7 111.4	1 146.5	2 784.3
Maywood city, Los Angeles County	27 850	21 810	16 996	6 680	6 836	6 873	3.0	1.2	3.0	1.2	9 283.3	23 208.3	2 226.7	5 566.7
Meadow Vista CDP, Placer County	3 067	2 683	...	1 187	927	...	14.7	5.7	14.2	5.5	216.0	557.4	83.6	215.8
Mecca CDP, Riverside County	1 966	1 698	...	416	372	...	3.4	1.3	3.4	1.3	578.2	1 512.3	122.4	320.0
Meiners Oaks CDP, Ventura County	3 329	5 512	7 025	1 299	3 740	2 453	3.5	1.4	3.5	1.4	951.1	2 377.9	371.1	927.9
Mendota city, Fresno County	6 821	5 038	2 705	1 758	1 371	796	4.5	1.7	4.5	1.7	1 515.8	4 012.4	390.7	1 034.1
Menlo Park city, San Mateo County	28 040	26 438	26 826	12 247	11 564	10 386	45.0	17.4	26.1	10.1	1 074.3	2 776.2	469.2	1 212.6
Mentone CDP, San Bernardino County	5 675	2 251	9.0	3.5	8.9	3.5	637.6	1 621.4	252.9	643.1
Mercad city, Merced County	56 216	36 423	22 670	18 965	14 655	7 765	41.8	16.1	41.8	16.1	1 344.9	3 491.7	453.7	1 178.0
Millbrae city, San Mateo County	20 412	20 058	20 920	8 158	7 773	6 955	8.4	3.2	8.3	3.2	2 459.3	6 378.8	982.9	2 549.4
Mill Valley city, Marin County	13 038	12 967	12 942	6 139	5 636	4 785	12.4	4.8	12.1	4.7	1 077.5	2 774.0	507.4	1 306.2
Milpitas city, Santa Clara County	50 686	37 820	26 561	14 465	11 659	6 633	35.8	13.8	35.6	13.8	1 423.8	3 672.9	406.3	1 048.2
Mira Loma CDP, Riverside County	15 786	17 394	8 482	4 574	2 247	2 999	16.9	6.5	16.7	6.4	945.3	2 466.6	273.9	714.7
Mira Monte CDP, Ventura County	7 744	2 906	11.2	4.3	11.1	4.3	697.7	1 800.9	261.8	675.8
Mission Hills CDP, Santa Barbara County	3 112	2 797	2 699	1 023	829	716	3.2	1.2	3.2	1.2	972.5	2 593.3	319.7	852.5
Mission Viejo city, Orange County	72 820	26 393	46.2	17.8	45.2	17.5	1 611.1	4 161.1	583.9	1 508.2
Mi-Wuk Village CDP, Tuolumne County	1 175	1 130	8.7	3.4	8.7	3.4	135.1	345.6	129.9	332.4
Modesto city, Stanislaus County	164 730	106 963	61 712	60 878	42 570	21 574	78.6	30.4	78.2	30.2	2 106.5	5 454.6	778.5	2 015.8
Mojave CDP, Kern County	3 743	2 886	2 573	1 530	1 253	949	35.1	13.5	35.1	13.5	107.2	278.7	43.6	113.3
Mono Vista CDP, Tuolumne County	2 599	1 154	...	1 172	561	...	7.7	3.0	7.7	3.0	337.5	866.3	152.2	390.7
Monrovia city, Los Angeles County	35 761	30 531	30 562	13 944	12 534	11 615	34.8	13.4	34.6	13.4	1 033.6	2 668.7	403.0	1 040.6
Montague city, Siskiyou County	1 415	1 285	890	553	454	319	4.5	1.7	4.5	1.7	314.4	832.4	122.9	325.3
Montara CDP, San Mateo County	2 552	1 972	1 459	947	723	455	10.1	3.9	10.1	3.9	252.7	654.4	93.8	242.8
Montclair city, San Bernardino County	28 434	22 628	22 546	8 915	7 860	6 636	13.1	5.0	13.1	5.0	2 170.5	5 686.8	680.5	1 783.0
Montebello city, Los Angeles County	59 564	52 929	42 807	19 193	18 538	14 449	21.7	8.4	21.4	8.3	2 783.4	7 176.4	896.9	2 312.4
Monterey city, Monterey County	31 954	27 558	26 302	13 497	12 096	9 424	30.3	11.7	21.8	8.4	1 465.8	3 804.0	619.1	1 606.8
Monterey Park city, Los Angeles County	60 738	54 338	49 166	20 298	19 331	16 337	19.9	7.7	19.8	7.6	3 067.6	7 991.8	1 025.2	2 670.8
Monte Rio CDP, Sonoma County	1 058	1 137	...	824	869	...	4.1	1.6	3.9	1.5	271.3	705.3	211.3	549.3
Monte Sereno city, Santa Clara County	3 287	3 434	2 847	1 190	1 156	839	4.2	1.6	4.2	1.6	782.6	2 054.4	283.3	743.8
Moorpark city, Ventura County	25 494	7 915	32.5	12.5	31.8	12.3	801.7	2 072.7	248.9	643.5
Moraga CDP, San Joaquin County	3 570	1 339	7.8	3.0	7.8	3.0	457.7	1 190.0	171.7	446.3
Moraga Town city, Contra Costa County	15 852	15 014	...	5 687	4 986	...	24.1	9.3	24.0	9.3	660.5	1 704.5	237.0	611.5
Moreno Valley city, Riverside County	118 779	37 945	127.7	49.3	127.3	49.1	933.1	2 419.1	298.1	772.8
Urban part	118 459	37 702	87.9	34.0	87.5	33.8	1 353.8	3 504.7	430.9	1 115.4
Rural part	320	243	39.7	15.3	39.7	15.3	8.1	20.9	6.1	15.9
Morgan Hill city, Santa Clara County	23 928	17 060	5 579	8 157	5 566	1 620	27.1	10.5	27.1	10.5	883.0	2 278.9	101.0	276.9
Morongo Valley CDP, San Bernardino County	1 544	1 137	...	886	747	...	20.0	7.7	20.0	7.7	77.2	200.5	44.3	115.1
Morro Bay city, San Luis Obispo County	9 664	9 064	7 109	5 694	5 293	3 451	26.7	10.3	13.2	5.1	732.1	1 894.9	431.4	1 116.5
Mass Beach CDP, San Mateo County	3 002	1 868	...	1 113	682	...	5.9	2.3	5.9	2.3	508.8	1 305.2	188.6	483.9
Mountain Mesa CDP, Kern County	1 153	553	2.5	1.0	2.5	1.0	461.2	1 153.0	221.2	553.0
Mountain View city, Santa Clara County	67 460	58 655	54 132	31 487	28 576	22 360	31.6	12.2	31.2	12.0	2 162.2	5 621.7	1 009.2	2 623.9
Mountain View Acres CDP, San Bernardino County	2 469	1 686	...	775	601	...	4.7	1.8	4.7	1.8	525.3	1 371.7	164.9	430.6
Mount Shasta city, Siskiyou County	3 460	2 837	2 256	1 663	1 286	888	9.7	3.7	9.7	3.7	356.7	935.1	171.4	449.5
Murphys CDP, Calaveras County	1 517	1 183	...	785	536	...	12.3	4.7	12.3	4.7	123.3	322.8	63.8	167.0
Murieta CDP, Riverside County	1 628	661	7.3	2.8	7.3	2.8	223.0	581.4	90.5	236.1
Murieta Hot Springs CDP, Riverside County	1 938	1 091	...	1 186	889	...	4.9	1.9	4.9	1.9	395.5	1 020.0	242.0	624.2

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GREETINGS



Dear Friend,

Thanks for your interest in Indian Wells, the desert's perfect playground. You'll find information about the many things Indian Wells has to offer its visitors such as beautiful resorts and great golf and tennis activities. But I must add, Indian Wells is also a fabulous place to live.

The city is home to internationally viewed sporting and cultural events, award-winning four-star resorts and restaurants, championship golf and world-class tennis. It's also home to many who could choose to live anywhere.

Why did they choose Indian Wells? Explore our site and then visit us to see for yourself! I hope you will accept my invitation soon.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Landes".

Michael Landes
Mayor

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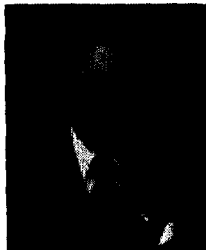
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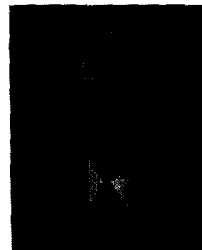
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COMMUNITY ECONOMIC PROFILE

for

INDIAN WELLS

RIVERSIDE COUNTY, CALIFORNIA

Prepared in Conjunction with the City of Indian Wells

Location

Indian Wells, incorporated July 14, 1967, is located 124 miles east of Los Angeles and 502 miles south of San Francisco.

Economic Growth and Trends

	1970	1980	1990	1996
Population-County	456,914	663,166	1,170,413	1,381,879 ¹
Taxable Sales-County	\$828,578	\$3,274,017	\$9,522,631	\$10,320,618 ²
Population-City	760	1,394	2,647	3,077 ¹
Taxable Sales-City	2,100	\$6,718	\$47,118	\$49,222 ²
Housing Units-City	304	558	1,258	1,391 ¹
Median Household Income-City	---	---	\$87,942	\$108,098 ¹
School Enrollment K-12	3,459	9,414	16,031	19,661 ⁴

1. State Department of Finance, January 1, 1996. Housing count reflects occupied dwellings. 2. State Board of Equalization, calendar year 1995. Add 000. 3. Inland Empire Economic Databank and Forecasting Center, University of California, Riverside, 1996. Estimate is for 1995. 4. Riverside County Office of Education, 1995. The enrollment count is for the Desert Sands Unified School District. The 1970 figure is for K-6.

Climate

AVERAGE TEMPERATURE				RAIN	HUMIDITY		
Period	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
January	37.8	54.1	70.4	0.50	57	32	32
April	57.0	72.3	87.5	0.10	55	22	19
July	76.9	92.1	107.2	0.12	60	28	25
October	58.7	75.5	92.2	0.23	58	27	28
Year	57.2	73.1	89.0	3.38	58	27	26

Transportation

RAIL: Union Pacific Southern Pacific, 1 local freight train daily, and Amtrak passenger rail service in Indio.

TRUCK: 1 local trucking company in Palm Desert.

OVERNIGHT DELIVERY TO: Los Angeles, San Francisco, San Diego, Phoenix.

AIR: Palm Springs Regional Airport, 17 mi. northwest, is served by Alaska, American, American Eagle, America West, Skywest, United, Reno Air, Northwest, United Express, and USAir Express; general facilities, 8,500 ft. runway. Bermuda Dunes (private airport) is located 3 miles north.

BUS: SunBus by SunLine Transit Agency.

PORTS: Nearest ports at Los Angeles-Long Beach and San Diego.

HIGHWAYS: Calif 111. Connections to I-10 west to Los Angeles and east to Phoenix, and Calif. 86 (NAFTA Highway) to Imperial County and Mexico.

Zip Code - 92210
Gov. Bldg - City Hall

Industrial Sites

There is no industrially-zoned acreage in Indian Wells. In Palm Desert, adjacent to the west, over 1,130 acres are zoned industrial with 78% of the land unimproved. The light industrial category is applicable, albeit there are strict guidelines prohibiting smoke, noise or any liquid pollutants. Space is being utilized as warehousing and distribution and a certain amount of assembly work. Typical sales range from \$60,000 to \$175,000 per acre. The terrain is sand and dunes. Drainage is good. Subsoil is porous and piling is not required. Sizes of water mains range from 8" to 12". Size of nearest sewer line is 15". In Indio, 7 miles east, there are 300 acres zoned for industry. This is available in parcels ranging in size from 0.5 to 27 acres. Included in this acreage total are 3 industrial parks. Typical sale prices range from \$45,000 to \$120,000 per acre for privately owned areas with most amenities. The terrain is flat. Drainage is good. Subsoil is sandy and piling is not required for soil bearing of 2,000 lbs. per sq. ft. or less. Sizes of water mains range from 8" to 12". Sizes of sewer lines are 8" to 12".

Public Service

WATER: Coachella Valley Water District.

Maximum pumping capacity: 86.1 mg/d. Average consumption: 20.2 mg/d. Cost per 1,000 gallons in quantities of 100,000 gal/mo: \$ 0.79 plus a monthly meter charge. Cost per 1,000 gallons in quantities of 1,000,000 gal/mo: \$ 0.79 plus a monthly meter charge. Water connection charges? Yes, \$2,400 and a surcharge for 1" line or higher.

SEWER: Coachella Valley Water District.

Capacity of sewer plant: 13.1 million gal/day. Peak Flow: 13.1 million gal/day. Type of treatment plant: Tertiary. Sewer service charge? Yes. On what basis rated? \$11.70 per EDU. Any facilities for non-recoverable industrial waste water? No. Sewer connection charges? Yes, \$1,625.

Infrastructure

Master plan of storm drains currently under study. Charges assessed as required by the City.

Dedication requirements: Minimum 1/2 street dedication. Citywide public improvement of Highway 111 circulation fee required.

Improvement requirements: Curbs and gutter, sidewalk usually not required; in some cases center median with landscaping required.

Utilities

GAS: Southern California Gas Co.

For residential and business rates applicable to Indian Wells, contact the Southern California Gas Co. at (800) 427-2200.

ELECTRIC: Southern California Edison and Imperial Irrigation District.

For residential and business rates applicable to Indian Wells, contact the appropriate provider:

Southern California Edison.
(800) 655-4555.

Imperial Irrigation District
(760) 398-5811.

TELEPHONE: GTE Incorporated.

For rates and types of service available to Indian Wells, contact GTE Incorporated at (800) 483-4000 for residential or (800) 483-500 for business.

Governmental Facilities - Tax and Insurance Rates

- Indian Wells has the council-manager form of government. Assessed valuation minus exemptions (1995-96): \$1,889,261,243; County: \$70.8 billion. Ratio of assessed value to appraised value: 100% of real cash value.
- Industrial property tax rates per \$100 assessed valuation. N/A
- Commercial property tax rates (1995-96) per \$100 assessed valuation. Code area 16-002. City rate: \$.00000; County: \$1.00000; School: \$.09750; Other: \$.02080; Total: \$1.11830.

The Indian Wells Labor Market Area

Characteristics of the Labor Force

Manufacturing Employment

- Retail Sales Tax: State 6.0%, County/City 1.0%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 7.75%.
- Police Department: Under contract with Riverside County Sheriff's Department.
- Fire Department: Under contract with Riverside County Fire Department.
- Fire Insurance Classification: Source of Rating: Robinson's Rating Service. City rating: 4.
- Projects authorized for improvement of City services: 24 hours/day of police service.

The area consists of the Coachella Valley (the Cathedral City-Palm Desert, Palm Springs, Desert Hot Springs and Coachella Valley Census County Divisions).

Area population: 230,865		Total employment: 99,313	
Agriculture, Forestry	9,909	Wholesale Trade	2,677
Mining	108	Retail Trade	19,275
Construction	10,140	Fin., Ins., Real Estate	7,328
Manufacturing	4,657	Services	37,382
Transp/Comm/Utilities	5,321	Government	2,516

Source: U.S. Census, 1990.

Extent of Unionization: Construction workers are unionized as are retail clerks in major supermarkets. Restaurant and hotel workers are partially unionized.

OTHER: Major employers in Indian Wells are hotels and country clubs. The retail industry is expanding. The City has three commercial centers. These commercial centers include a grocery store, a drug store, several small shops, and a large restaurant. Two additional commercial centers are under construction.

Wage rates, extent of unionization, fringe benefits, and related information for specific industries and job classifications may be obtained from the State Employment Development Department, Labor Market Information Division, c/o Riverside PIC, 1151 Spruce Street, Riverside, California 92507, (909) 275-3204, or at P.O. Box 826880, 800 Capitol Mall, Sacramento, California 94280-0001, (916) 262-2162.

Although there are no manufacturing plants within the City limits of Indian Wells, there are numerous manufacturers in the nearby communities of Palm Desert (3 miles west) and Indio (7 miles east). Major group classes of products are building supplies, food preserving and ready-mix concrete.

Name of Company	Employment	Products
Golden Acre Farms	230	Farming
Burn's Brothers	102	Transportation
DiMare Company	100	Farm produce
Granite Construction	100	Concrete
James E. Simon Company	60	Construction contractor
Menage Inc.	50	Manufacturing
Meredith & Simpson Const. Co.	50	Construction
Taymar Industries	50	Manufacturing

Non-Manufacturing Employment

Community Facilities

Housing Availability, Prices & Rentals

Remarks

Name of Employer	Employment	Description
Palm Desert Town Center	2,000	Retail center
Coachella Valley Unif. Sch. Dist	1,500	Public school system
Marriott Desert Springs	1,400	Resort hotel
Desert Sands Unif. Sch. Dist.	1,385	Public school system
County of Riverside	900	County government
Renaissance Esmeralda Resort	600	Resort hotel
J.F. Kennedy Hospital	509	Hospital
Fantasy Springs Casino	505	Casino
Hyatt Grand Champion Resort	400	Resort hotel
Coachella Valley Water Dist.	366	Public water agency
Spotlight 29 Casino	300	Casino

HEALTH: Indio (7 miles east) has John F. Kennedy Memorial Hospital with 130 beds, a 24-hour emergency care facility, and a base for paramedic service. Seventy-three physicians/surgeons, 19 dentists, 9 optometrists, and 12 chiropractors practice in Indio. Palm Desert (3 miles west) has 61 physicians/surgeons, 44 dentists, 10 optometrists, 20 chiropractors.

EDUCATION: Desert Sands Unified School District consists of 12 elementary schools, 5 middle schools, 3 high schools, and 1 continuation school. Advanced schooling includes nearby College of the Desert, a satellite campus of California State University, San Bernardino, as well as Chapman College.

CULTURAL: (Palm Desert area) 25 churches, 2 libraries, 1 newspaper, 7 radio stations (Palm Springs, Palm Desert, Indio), 2 TV channels received direct, 1 TV cable system, 14 banks, 6 savings and loans, and 3 theaters.

The median price is \$338,000 for existing single family housing in Indian Wells. In the La Quinta-Palm Desert-Indian Wells area, the median price ranges from \$126,000 to \$338,000 for single family detached resales. There are 6 hotels, with 1,697 total rooms, and no motels in Indian Wells.

Indian Wells may be characterized as a high-end residential community, now entering a new phase of commercial and resort development. The City has a City-owned 36 hole golf resort and clubhouse, which opened in 1986 in conjunction with the 340-room Grand Champions Hotel. The 191-room Indian Wells Resort Hotel opened in 1987 in the vicinity of the City's golf resort. Moreover, the 564-room Renaissance Esmeralda Resort Hotel is located on the City's golf resort. Indian Wells recently approved an 18 hole golf course with 250 single family homes known as the Hidden Valley Reserve.

For further information contact the Riverside County Economic Development Agency, 3525 14th Street, P. O. Box 1180, Riverside, CA 92502, (909) 275-8916 or (800) 984-1000, or Director of Community Development, City of Indian Wells, 44-950 Eldorado Dr., Indian Wells, CA 92210.

E

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New York: 11 West 19th St., New York, NY 10011. Phone:
(212) 675-4380; FAX: Editorial (212) 691-7287;
Advertising (212) 929-1259; Circulation (212) 691-6939.
James F. Hoos, Joanne Koenigsberg, Betsy Maloney —
sales representatives

Offices

Chicago: 8 South Michigan Ave., Suite 1601, Chicago, IL
60603. Phone: (312) 641-0041; FAX: (312) 641-0043.
Mark Fitzgerald — editor; Anthony R. George — central
regional advertising manager; Richard H. Henrichs —
sales representative

Palo Alto: 101 Alma Street, #405, Palo Alto, CA 94301.
Phone: (415) 322-7178; FAX: (415) 322-7178. M.L. Stein
— editor

San Francisco: 20993 Foothill Blvd., Suite 719, Hayward,
CA 94541. Phone: (510) 888-9640; FAX: (510) 886-4095.
Michael Rogers — western regional advertising manager
Washington, DC: 20045. Phone: (202) 662-7234; FAX:
(202) 662-7223.

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Memo from the publishers...

The 77th anniversary edition of the Editor & Publisher International Year Book is a complete source of newspaper industry data, in both hard copy and CD-ROM versions.

New for the 1997 Year Book is an expanded "front of book" section. It now includes the top 100 Sunday newspapers in the U.S. and the top 10 Sunday newspapers in Canada (page xii). Also added is a list of 58 U.S. cities and 10 Canadian cities that publish more than one daily newspaper, with footnote indications of newspapers with joint operating agreements or common ownership. It is found on page xxiii.

Last year's Year Book was the first for inclusion of Internet addresses operated by daily newspapers. There were 241 sites in the U.S. and 21 in Canada. The online medium continues its growth with 521 sites in the U.S. and 63 in Canada for the 1997 Year Book. A common user request was to expand the e-mail and Web site information to include every section of the Year Book. We obliged, and you will find electronic addresses for weekly newspapers, foreign newspapers, syndicate and news service companies, equipment suppliers and more.

The average circulation for daily newspapers in the U.S. continued to decline, based on the six-month period ended Sept. 30, 1996, from 58,193,391 to 56,983,290, a net loss of 1,210,101. The circulation drop coincides with the number of daily newspapers in the U.S. falling from 1,533 to 1,520 as of Feb. 1, 1997, 13 fewer than on the same date in 1996. The transactions included six new daily newspapers starting up, five dailies closing outright, one converting into a zoned edition of another newspaper, five merging into another newspaper and eight converting from daily to weekly. These changes and others are detailed on page xxiv.

The trend of evening newspapers converting to morning distribution that started in the mid-1970s continued as 29 evening newspapers converted to morning and three all-day newspapers converted to morning distribution only. All six new daily newspapers are morning distribution. Of the 19 closures, 15 had evening distribution.

Sunday trends mirror 1995 as the number of editions were up two to 890, but circulation declined from 61,529,296 to 60,797,814, a loss of 731,482. This drop is despite the addition of major Sunday editions published by the *New York Post* and *Journal Newspapers of Fairfax, Va.*

The daily and Sunday circulation drops can be partially attributed to newspapers continuing to trim circulation in inefficient distribution areas (areas that don't generate a profit in circulation or advertising revenue). The trend was started in 1995 to help offset soaring newsprint prices. Even though prices stabilized in 1996, publishers discovered it was still a good way to keep expenses down.

Another large piece of the circulation decline can be traced to Detroit. The *Free Press* and *News* reported circulation for the first time in two years and showed a combined weekday drop of 284,926 and Sunday fall of 317,979.

In Canada, the total number of daily newspapers dropped one to 106. One paper closed, one merged into another and one started up. The trend of evening to morning continued with four converting from evening to morning. The number of Sunday editions remained steady at 27.

The circulation of both the daily and Sunday newspapers continued to decline — daily falling 178,429 (from 4,881,085 to 4,702,656) and Sunday falling 78,113 (from 3,109,928 to 3,031,815). For complete details of U.S. and Canadian circulation and ad rate data, see pages vii to x.

We thank our many friends at newspapers and other industry organizations, who have helped us gather the information that is part of this internationally recognized encyclopedia of the newspaper industry.

Sincerely,

D. Colin Phillips
Co-Publisher

Christopher Phillips
Co-Publisher

Easton/Caruthers: *Twin City Times/Riverdale Free Press* — c/o Shannon Publications; PO Box 547, Lemore (93245); W: 303pd, 7,197fr (Est); 29¢; publisher & editor Dale Anderson; tel (209) 924-3488; fax (209) 924-5361
El Cerrito/Alhambra: *The Journal* — 6208 La Salle Ave.; PO Box 1624, El Cerrito (94530); Th: 230pd, 14,578fr (VAC); \$18.10; C; publisher Warren (Chip) Brown; general manager Scott Connelly; editor Shannon Morgan; tel (510) 339-4060; fax (510) 339-4066
El Dorado Co.: *El Dorado Gazette*, *Georgetown Gazette* & *Town Crier* — 2775 Minersflat; PO Box 49, Georgetown (95634); Tu: 1,375pd, 29fr (Sw); \$8.00; publisher & editor Mark Lantz; tel (916) 333-4481; fax (916) 333-0152
El Dorado Co.: *The Reporter* — PO Box 1028, Placerville (95667); W: 4,000pd, 2,000fr (Sw); \$6.25; publisher & editor Frank Stephens; tel (916) 622-2280; fax (916) 622-6376
El Segundo: *El Segundo Herald* — 107 Sierra St.; PO Box 188 (90245); Th: 187pd, 14,000fr (Est); \$14.98; publisher Ben Pitcher; editor Linda Collins; tel (310) 322-1830; fax (310) 322-2787; web site <http://www.ionline.com>
Elk Grove: *Elk Grove Citizen* — 8970 Elk Grove Blvd. (95624); W/F: 8,634pd, 8,944fr (VAC); 25¢; publisher Roy Herburger; general manager Dean Davy; editor Janelle Deter; tel (916) 685-3945; fax (916) 686-6675
Encinitas: *Encinitas Sun* — 2841 Loker Ave. E., Carlsbad (92008); Th: 283pd, 19,196fr (Est); \$8.00; C; publisher Richard Flocco; general manager Chris Blaisdale; editor Tom Graves; tel (619) 634-1534; fax (619) 431-4888
Escalon: *Escalon Times* — PO Box 98 (95320); W: 2,020pd, 7fr (Sw); \$7.13; C; publisher Stanley L Cook; general manager Williams P Camp; editor Marg Jackson; managing editor Steve Breen; tel (209) 838-7043; fax (209) 847-9750
Exeter: *The Sun* — 120 N.E.; PO Box 7 (93221-0007); W: 2,546pd, 164fr (Sw); \$6.00; C; publisher Bill Brown; general manager John McNall; editor Bruce Whitworth; tel (209) 592-3171; fax (209) 592-4308
Fallbrook: *The Enterprise* — 232 S. Main St.; PO Box 397 (92028); Th: 6,882pd (ABC); \$9.96; C; publisher G. L. (Don) Taylor; editor Betty Johnston; tel (619) 728-6116; fax (619) 723-4967
Felton: *The Valley Press* — 5901 Hwy. 9; PO Box V-1 (95018); W: 4,100pd, 250fr (Sw); \$6.70; C; publisher Jack Fraser; editor Donna Jones; tel (408) 335-5321; fax (408) 438-4141
Ferndale/E River Vly./Altaville Vly.: *The Ferndale Enterprise* — 334 Main St.; PO Box 268, Ferndale (95536); Th: 1,335pd, 70fr (Sw); \$5.50; publisher & editor Elizabeth Poston McHenry; tel (707) 786-4611
Fillmore/Pine: *Fillmore Herald (Spanish/English)* — 321 Central Ave.; PO Box 727, Fillmore (93016); Th: 2,967pd, 2,000fr (Sw); \$5.00; publisher & editor Doug Huff; tel (805) 524-0153
Folsom: *Folsom Telegraph* — 555 Oakdale St., Ste. G1 (95630); W: 5,299pd, 2,748fr (Est); \$7.80; C; publisher Dave Reese; editor Jim Duncan; tel (916) 985-2581; fax (916) 985-0720
Fort Bragg: *Fort Bragg Advocate-News* — 450 N. Franklin St.; PO Box 1188 (95437); Th: 4,770pd, 15fr (ABC); \$7.00; C; publisher Sharon Brewer; managing editor Katherine Lee; tel (707) 964-5642; fax (707) 964-0424
Fortuna/Humboldt Co.: *Humboldt Beacon* — 936 Main St.; PO Box 310, Fortuna (95540); Th: 4,322pd, 159fr (Sw); \$7.20; publisher Patrick O'Dell; editor Jack Hamilton; tel (707) 725-6166; fax (707) 725-4981
Foster City: *Foster City Progress* — 824 Cowan Rd., Burlingame (94010); W: 10,500fr (Est); \$17.15; C; publisher Colin Pratt; general manager Debbie Whitten; editor Michelle O'Donnell; managing editor Marc Burkhardt; tel (415) 692-9406; fax (415) 692-7587
Fowler/Malaga: *Fowler Ensign* — 207 E. Merced, Fowler (93625); Th: 1,853pd, 99fr (Est); \$4.25; C; publisher Fred Hall; editor John E Converse; managing editor Dawn Pearson; tel (209) 834-2535; fax (209) 834-4343
Fultondale: *Fultondale News-Tribune* — 1771 S. Lewis St., Anaheim (92805); Th: 18pd, 30,223fr (VAC); \$10.38; C; publisher Dave

Threshie; editor Bob Ziebell; tel (714) 634-1567; fax (714) 704-3714
Gardena's Bay: *Gardena Valley News* — 16417 S. Western Ave.; PO Box 219, Gardena (90247); Th: 15,000pd (Est); \$6.00; publisher George D Algie; editor Gary Kohatsu; tel (310) 329-6351; fax (310) 329-7501
Glendora: *Glendora Press* — 1210 N. Azusa Canyon Rd., West Covina (91790); Th: 15,025fr (Est); \$8.20; C; publisher Chuck Rathbun; editor John Irby; managing editor Rick K Krzyzanowski; tel (818) 854-8700; fax (818) 854-8719
Gonzales: *Gonzales Tribune* — PO Box 648 (93926); W: 745pd, 10fr (Est); \$4.95; publisher Harry F Casey; general manager Suzi Taylor; editor Bill Osterbrock; tel (408) 678-2660; fax (408) 678-3676
Greenfield: *Indian Valley Record* — 222 Mill St.; PO Box 469 (95947); W: 926pd, 11fr (Sw); \$4.50; C; publisher Michael C Taborski; editor Dave Keller; tel (916) 284-7800; fax (916) 284-7600
Gridley: *The Gridley Herald* — 630 Washington St.; PO Box 68 (95948); W/F: 2,850pd, 81fr (Sw); \$5.90; C; publisher W D Burleson; general manager Lisa Van Dettley; editor Scott Williams; tel (916) 846-3661; fax (916) 846-4519
Gustalia/Point Arena: *Independent Coast Observer* — PO Box 1200, Gustalia (95445-1200); F: 2,923pd, 14fr (Sw); N/A; publisher Joanna McLaughlin; general manager & editor Stephen J McLaughlin; tel (707) 884-3501; fax (707) 884-1710
Gustine/Newman: *Gustine Press-Standard* — 375 5th St., Gustine (95322); Th: 2,000pd (Est); \$6.50; C; publisher William Mattos; general manager Susan Mattos; editor Jefferson Beavers; managing editor Dean Harris; tel (209) 854-6333; fax (209) 854-6111
Hacienda Heights: *Hacienda Heights Highlander* — 1210 N. Azusa Canyon Rd., West Covina (91790); Th: 14,350fr (Est); \$7.80; C; publisher Chuck Rathbun; editor John Irby; managing editor Rick K Krzyzanowski; tel (818) 962-8811; fax (818) 856-2737
Half Moon Bay/El Granada/Moss Beach/Miramar/Pescadero: *Half Moon Bay Review* — 714 Kelly Ave.; PO Box 68, Half Moon Bay (94019); W: 6,500pd, 4,700fr (Sw); \$9.55; C; publisher & editor John Toth; managing editor Marc DesJardins; tel (415) 726-4424; fax (415) 726-7054; web site <http://www.hmbreview.com>
Hawthorne: *Hawthorne Community News* — 4346 Sepulveda Blvd., Culver City (90232); Th: 100pd, 17,000fr (Sw); \$19.61; C; publisher & editor Stephen Hadland; tel (310) 313-6733; fax (310) 313-6732
Healdsburg/Windsor: *Healdsburg Tribune* — 706 Healdsburg Ave.; PO Box 518, Healdsburg (95448); W: 4,433pd, 42fr (Est); \$11.74; C; publisher & editor Mark Kilpatrick; general manager Kathy Roth; tel (707) 433-4451; fax (707) 431-2623
Hesperia/Victor Vly.: *Hesperia Resorter* — 16925 Main St.; PO Box 400937, Hesperia (92340-0937); Th: 1,050pd, 8,000fr (Est); \$10.26; C; publisher Jenny Jones; general manager Patricia Thomas; managing editor Joyce Bohannon; tel (619) 244-0021; fax (619) 244-6609
Hilmar: *Hilmar Times* — PO Box 65, Winton (95388); W: 3,800pd (Sw); \$7.95; C; publisher & editor John M Derby; tel (209) 358-5311; fax (209) 358-7108
Holywood: *Hollywood Independent* — 4201 Wilshire Blvd., Ste. 600, Los Angeles (90010); W: 22,390fr (VAC); \$22.00; publisher Michael A Laxineta; editor Brian Lewis; tel (213) 932-6397; fax (213) 932-8250
Holtville: *Holtville Tribune* — 523 Pine Ave. (92250); Th: 2,200pd, 200fr (Est); \$4.80; C; publisher Stephen Larson; editor Cesar Soto; tel (619) 356-2995; fax (619) 356-4915
Hughson: *Hughson Chronicle* — 2435 Hughson St.; PO Box 130 (95326); Th: 4,200pd (Sw); 25¢; publisher John M Derby; editor Sheila Raville; tel (209) 358-5311
Huntington Beach: *Huntington Beach Independent* — 18682 Beach Blvd., Ste. 160, Huntington Beach (92648); Th: 37pd, 48,616fr (VAC); \$25.70; publisher Tom Johnson; editor William Lobdell; managing editor Steve Marble; tel (714) 965-3030; fax (714) 965-7174
Idyllwild: *Idyllwild Town Crier* — 54295 Village Center Dr.; PO Box 157 (92549); W: 3,464pd, 215fr (Sw); \$4.95; publisher & editor Gary Hut-

ner; tel (909) 659-2145; fax (909) 659-2071; web site <http://www.idyllwild.com/vidyllwild/>
Imperial: *Imperial Valley Weekly* — 523 Pine Ave., Holtville (92250); Th: 1,000pd, 6,172fr (Sw); \$4.80; C; publisher Stephen Larson; editor Cesar Soto; tel (619) 356-2995; fax (619) 356-4915
Imperial Beach: *Imperial Beach Times* — PO Box 1208 (91933); Th: 5,000fr (Est); \$8.57; C; publisher & editor John Mahoney; tel (619) 429-5533; fax (619) 429-5556
Indian Wells Vly./Searles Vly.: *The News Review* — 109 N. Sanders, Ridgecrest (93555); W: 2,222pd, 10,728fr (Sw); \$5.50; publisher Patricia Farris; editor Patti Farris Cosner; tel (619) 371-4301; fax (619) 371-4304
Indio: *Indio Post* — 86-632 Hwy. 111, Ste. B (92201); W: 3,536pd, 120fr (Est); 15¢; publisher Bob Dickey; general manager Linda Munsey; editor Dick Gazy; tel (619) 775-4200; fax (619) 342-7128
Inglewood: *Inglewood News* — 4043 Irving Pl., Culver City (90232); Th: 14,000fr (Sw); \$19.61; C; publisher & editor Stephen Hadland; tel (310) 313-6733; fax (310) 313-6732
Irvine: *The Irvine World News* — 2712 McGraw; PO Box C-19512 (92714); Th: 795pd, 51,051fr (Est); \$14.45; publisher Brian M Manning; general manager Tobey Anglin; editor Don Dennis; tel (714) 261-2435; fax (714) 261-2623
Julian: *Julian News* — PO Box 639 (92036); W: 2,500pd (Est); \$12.00; C; publisher Michael Judson-Carr; general manager Kay Howley; editor Paul K Brown; tel (619) 765-2231; fax (619) 765-1838
Kerman/San Joaquin: *The Kerman News* — 652 S. Madera Ave.; PO Box 336, Kerman (93630); W: 1,650pd, 6,050fr (Est); 38¢; publisher & editor Mark Kilen; general manager & managing editor Esther Kilen; tel (209) 846-6689; fax (209) 846-8045
Kern River Vly.: *Kern Valley Sun* — 6474 Lake Isabella Blvd.; PO Box 3074, Lake Isabella (93240); W: 6,205pd, 75fr (Sw); \$6.60; C; publisher & editor Bret Bradigan; managing editor Kim R Brown; tel (619) 379-3667; fax (619) 379-4343
King City: *The Rustler* — 116 S. 3rd St.; PO Box J (93930); W: 3,165pd, 100fr (Est); \$8.70; C; publisher Bill Parsons; managing editor Suzi Taylor; tel (408) 385-4880; fax (408) 385-4799
Kingsburg: *The Kingsburg Recorder* — 1467 Marion St.; PO Box 126 (93631-0126); W: 2,531pd, 45fr (Sw); \$11.00; C; publisher James Brock; editor Edwin E Jacobs; tel (209) 897-2993; fax (209) 897-4868
Klamath Trinity Valley: *The Courier* — 39060 Hwy. 299; PO Box 355, Willow Creek (95573); W: 2,810pd, 35fr (Est); 37¢; publisher & editor J F Garst Jr; tel (916) 629-2811
La Canada/Flintbridge/La Crescenta: *La Canada Valley Sun* — 1061 Valley Sun Ln.; PO Box 38, La Canada Flintridge (91011); Th: 4,820pd, 672fr (Sw); \$8.15; publisher Gerald Bean; editor Don Mazen; tel (818) 790-8774; fax (818) 790-5690
La Canada/Flintridge/Montrose/La Crescenta/Sanland/Tejunga: *The Foothill Leader* — 3527 A N. Verdugo Rd., Glendale (91208); W: 47pd, 32,220fr (VAC); \$24.00; Sa: 47pd, 29,999fr (VAC); \$24.00; C; publisher & general manager Judith B Kendall; editor William Lobdell; managing editor David Hertz; tel (818) 249-8090; fax (818) 249-6563
La Habra: *La Habra Star* — 1771 S. Lewis St., Anaheim (92805); Th: 4pd, 16,402fr (Est); \$7.85; publisher Dave Threshie; editor Bob Ziebell; tel (714) 634-1567; fax (714) 704-3714
La Jolla: *La Jolla Light* — 450 Pearl St.; PO Box 1927 (92038); Th: 5,279pd, 407fr (Est); \$21.85; C; publisher Donna Medeiros; general manager Jeff Harrison; editor Cynthia Queen; managing editor Arlan Collins; tel (619) 459-4201; fax (619) 459-0977
La Jolla: *La Jolla Village News* — 4645 Cass St., 2nd Fl.; PO Box 9550, San Diego (92169-9550); F: 33pd, 20,967fr (CVC); \$16.49; C; publisher David Mannis; general manager Julie Mannis; editor John Gregory; managing editor Jennifer Poyen; tel (619) 270-3103; fax (619) 270-9325; e-mail sdwns@aol.com
La Palma: *La Palma News* — 1771 S. Lewis St., Anaheim (92805); Th: 1,670fr (VAC); \$6.94; C; publisher Dave Threshie; editor Erik Pedersen; tel (714) 634-1567; fax (714) 704-3714
La Puente/Glendale/Hacienda Hts./Covina/W. Covina: *La Puente Valley Journal* — 1210 N. Azusa Canyon Rd., West Covina (91790); Th: 9pd, 11,502fr (VAC); \$6.75; C; publisher Chuck Rathbun; editor John Irby; managing editor Rick K Krzyzanowski; tel (818) 962-8811; fax (818) 854-8719

Lafayette/Olinda/Meraga: *Contra Costa Sun* — PO Box 599, Lafayette (94549); W: 8,017pd, 10fr (Sw); \$18.35; publisher George E Rigg; editor Gayle Melvin; tel (510) 284-4444; fax (510) 284-1039
Laguna Beach: *Laguna Beach News* — 22481 Aspen, Lake Forest (92630); Th: 13,319fr (VAC); \$21.45; C; publisher Orange County Register; editor Cathy Lawhon; tel (714) 768-3631; fax (714) 454-7350
Laguna Niguel: *Laguna Niguel News* — 22481 Aspen, Lake Forest (92630); Th: 18,557fr (VAC); \$21.45; C; publisher Orange County Register; editor Cathy Lawhon; tel (714) 768-3631; fax (714) 454-7350
Lake Arrowhead: *Mountain News & Mountaineer* — 28200 Hwy. 189, Ste. 01-200; PO Box 2410 (92352); Th: 5,391pd, 143fr (Sw); \$11.00; C; publisher Phil Jaffe; editor Matt Proietti; tel (909) 336-3555; fax (909) 337-5275
Lake Elsinore Vly.: *Lake Elsinore Valley Sun-Tribune* — 31900 Mission Trail, Ste. 120; PO Box 2108, Lake Elsinore Valley (92530); Th: 1,036pd, 14,528fr (VAC); \$9.57; C; publisher Kathleen Newton; general manager Tom Paradise; editor Lowanna Maxwell; tel (909) 674-1535; fax (909) 674-0280
Lake Tahoe: *North Tahoe/Truckee Week Magazine* — PO Box 49, Tahoe Vista (96148); Th: 20,000fr (Est); N/A; publisher David B Mogilsky; editor Margie Lapanja; tel (916) 546-5995; fax (916) 546-8113; e-mail tahomag@telis.org
Lamont: *Lamont Reporter* — 9717 Main St.; PO Box 548 (93241); W: 250pd, 4,950fr (Est); \$5.00; publisher Donald L Reed & Frank W Reed; editor Flora Nichols; tel (805) 845-3704; fax (805) 845-3705
Lancaster: *Desert Mailer News* — 123 West Ave. J-5 (93534); Tu: 10,000fr (Sw); \$6.50; publisher Jim Collins; editor Kathy Dubyn; tel (805) 945-8671; fax (805) 942-6418
Lanwade: *Lanwade Tribune* — 4346 Sepulveda Blvd., Culver City (90232); Th: 6,000fr (Est); \$16.47; C; publisher & editor Stephen Hadland; tel (310) 313-6733; fax (310) 313-6732
Lakers World: *Leisure World News* — 22481 Aspen, Lake Forest (92630); Th: 9,604pd, 1,105fr (VAC); \$31.80; C; publisher Orange County Register; editor Cathy Lawhon; tel (714) 768-3631; fax (714) 454-7350
Lemon Grove: *Lemon Grove Review* — 3434 Grove St.; PO Box 127 (91946); Th: 673pd, 1,327fr (Est); \$5.00; C; publisher & editor Steve Saint; tel (619) 469-0101; web site <http://www.sandiego-online.com/lemonreview.html>
Lemoore: *Lemoore Advance* — PO Box 547 (93245); Th: 8,520fr (Est); 43¢; C; publisher & editor Dale Anderson; editor Glenn Fains; tel (209) 924-3488; fax (209) 924-6220
Lincoln/Placer Co.: *Lincoln News Messenger* — 627 5th St.; PO Box 368, Lincoln (95642); Th: 2,797pd, 10fr (Sw); \$5.90; publisher Stacy Smithers; editor Troy Swauger; tel (916) 645-7733; fax (916) 645-2776
Linden/Stockton: *Linden Herald* — 4950 E. Bonham St.; PO Box 929, Linden (95236); Th: 1,400pd, 9fr (Sw); \$4.90; C; publisher & editor Brian Reilly; tel (209) 887-3112; fax (209) 887-3111
Lindsey: *Lindsay Gazette* — PO Box 308 (93247); W: 2,700pd (Est); 19¢; publisher Bill Brown; general manager John McNall; editor Michelle Rester; tel (209) 562-2585; fax (209) 562-2214
Livermore/Plantation: *The Independent* — PO Box 1198, Livermore (94550); W: 26,200fr (Sw); \$21.40; publisher David T Lowell & Jean Kinney Seppala; editor Janet Armantrout; tel (510) 447-8700; fax (510) 447-0212
Livingston/Hemet/Beck: *The Chronicle* — 624 Main St., Livingston (95334); W: 261pd, 8,300fr (Est); \$6.48; publisher David Whitehouse; editor Michael McGuire; tel (209) 394-7939; fax (209) 394-7930
Lockeford/Clements/Wallace: *The Lockeford-Clements News* — 18540 N. Hwy. 88; PO Box 76, Lockeford (95237); W: 2,800pd (Sw); 25¢; publisher Laura J Mays; editor Michael Williams; tel (209) 727-5776
Long Beach: *The Reporter* — 3010 E. Anaheim St.; PO Box 4278 (90804); Tu/F: 429pd, 70fr (Sw); 25¢; C; publisher G B Planstiel; editor Sandra Miller; tel (562) 438-5641; fax (562) 438-7086
Loomis: *The Loomis News* — 3651 Taylor Rd.; PO Box 125 (95650); Th: 1,066pd, 14fr (Sw); \$4.00; publisher Bud Pasarek; general manager Martha Garcia; tel (916) 652-7879; fax (916) 652-7879

F

EVENTS & ATTRACTIONS

Indian Wells' top-ranked events can be categorized by sound. The sultry wail of saxes; the plinking of ivory keys. The crowd's quiet whispers as a golf ball hangs on the rim of a cup. The gasp of exertion each time a tennis player returns a powerful serve. And the mesmerizing voices of the world's most influential leaders heard in a full ballroom.

JANUARY



Bob Hope Chrysler Classic **January 18-24, 1999**

When Presidents Bill Clinton, George Bush and Gerald Ford joined Bob Hope and Scott Hoch for an opening day round of golf at Indian Wells Country Club a few years ago, a gallery of nearly 25,000 packed the fairways. Though both President Ford and President Bush hit spectators, no one was seriously injured!

Full of glamour and surprises, the 40th annual Classic will once again bring PGA's finest golfers together with top sports and entertainment celebrities, competing for a purse of \$2.3 million. Participants have included pros like 1998 champ Fred Couples, Arnold Palmer (who holds the all-time Classic record with five wins), Tom Kite, Corey Pavin, John Cook, Curtis Strange, and Payne Stewart; and celebrities like Amy Grant, Kevin Costner, Clint Eastwood, John Elway, Vince Gill, Eddie Van Halen, Joe Pesci, Leslie Nielson and Mike Ditka.

With live coverage by NBC Sports, the world is sure to be watching. And long after a new champ is named and a new "King of the Desert" crowned, proceeds from the philanthropic event will be utilized. The Bob Hope Chrysler Classic has donated more \$30 million to local charities since 1960. And for the past four years, the Classic has been in the PGA's "Top Ten" charitable tournaments.

Call **(760)346-8184** for tickets or information.

FEBRUARY - APRIL

Desert Town Hall of Indian Wells Lecture Series

In just a few short seasons, the Desert Town Hall of Indian Wells has become a cherished tradition. Lectures are so captivating, conjecture on next season's speakers will start before this year's applause dies out.

Rumors ran rampant before the '98 line-up was confirmed. And no one was disappointed. The stellar series featured Great Britain's former Prime Minister Lady Margaret Thatcher, retired U.S. Army General Norman Schwarzkopf, prosecutor and best-selling author Vincent Bugliosi, and author, advisor and television personality William F. Buckley.

Former speakers have included President George Bush, General Colin Powell, Shimon Peres, Henry Kissinger, Beverly Sills, Dan Rather, William Bennett, Stuart Varney, Larry King, Vladimir Pozner, Hedrick Smith, Cokie Roberts, Terry Waite, Zbigniew Brzezinski, Captain James Lovell, Doris Kearns Goodwin, David McCullough, Dick Cheney and Alan Dershowitz. Though Town Hall lecturers represent a wide cross section of expertise and prominence, selection is based on each speaker's unique ability to engage the audience.

The series, which annually earns growing accolades, is sponsored in part by the City of Indian Wells and Renaissance Esmeralda Resort. Each lecture is held at 6 p.m. at the Esmeralda resort. For dates, tickets and more information on upcoming speakers, call the Desert Town Hall of Indian Wells toll-free at **(800) 224-1991** or at **(760) 416-3400**.

MARCH

State Farm Evert Cup/Newsweek Champions Cup presented by Harman International

March 4 - 15, 1998

The valley's richest and most-watched sporting event returns to Indian Wells March 4-15. A capacity crowd of 160,000 spectators will watch top male and female players compete for \$3.7 million in the State Farm Evert Cup/Newsweek Champions Cup. Held at Hyatt Grand Champions, the tournament is one of just six in the world where the men's and women's tours are combined at one event. Because of international interest, the tournament is covered by 400 members of the foreign and domestic media, and broadcast to 320 million households by ESPN and other networks.

Michael Chang, three-time Newsweek champ, may have a hard time recapturing his title since all of the Mercedes Super 9 ATP Tour's Top 10 players have committed to the tournament. Fans will have the rare opportunity to watch Pete Sampras, Patrick Rafter, Michael Chang, Jonas Bjorkman, Yevgeny Kafelnikov, Greg Rusedski, Petr Korda, Marcelo Rios, Carlos Moya and Thomas Muster.

The women's event has gained greater notoriety since it was elevated to a Tier I, and players named it the 1997 Corel WTA Tour Tier I/Tier II Tournament of the Year. Eight of the Tour's Top Ten players committed early. They include defending champ Lindsay Davenport, Martina Hingis, Amanda Coetzer, Monica Seles, Iva Majoli, Arantxa Sanchez-Vicario, Irina Spirlea and Nathalie Tauziat.

For tickets and more information, call **(760)341-2757**.

OCTOBER

State Farm Challenger Series

October 10 - 17, 1998 (dates are subject to change)

Held for the second time in Indian Wells, WTA Tour professional players who rank 50 and above will compete for prize money. This event is part of the ITF/WTA Challenger Series circuit which enables players to improve their ranking for higher Tier WTA Tour events. Admission is open. Call **(760) 341-2757** for information.

DECEMBER

New Year's Jazz at Indian Wells

December 28 - 31, 1998

When New Year rolls around, no place sizzles like Indian Wells. That's because a veritable Who's Who of blues and jazz legends appears each year at the country's only New Year's jazz festival.

Held at the Renaissance Esmeralda and Hyatt Grand Champions resorts in Indian Wells, past headliners have included blues great B.B. King (who Ebony magazine called "The world's most committed blues artist..."), Milt Jackson, sultry blues vocalist Maria Muldaur, Queen Ida, Nicholas Payton, the incomparable Clarence "Gatemouth" Brown and Latin jazz great Poncho Sanchez.

With 100+ hours of music at multiple venues at the Esmeralda and Hyatt, the festival transforms Indian Wells into a music mecca. Expertly produced by Just Jazz, the nationally recognized festival encompasses the best in mainstream jazz, swing, blues, big band, Latin jazz and Dixieland. Special events include a "Jazz on Film" series by noted jazz film archivist Don Wolff and daily dance lessons. Festival-goers can also browse through jazz merchandise, clothing, recordings and memorabilia or fortify themselves at award-winning restaurants within earshot of the music. The event culminates on New Year's Eve with two black-tie optional bashes: the "Swinging Jazz Dance Party" and the "Sizzling Blues Latin Jazz 'n Party."

Sponsored in part by the City of Indian Wells, Esmeralda Renaissance Resort and Hyatt Grand Champions Resort, single-day tickets range from \$40 to \$90. Three-day passes are available, as are special hotel packages. For a free brochure or to order tickets, call **(562)799-6055**.

Be sure to reserve your room early. This weekend is always a sellout!

AREA ATTRACTIONS _____



The Living Desert

This 1,200 acre wildlife preserve and botanical park at the base of the Santa Rosa Mountains features rare and fascinating desert animals such as warthogs, kit foxes, meerkats, coyotes, Bighorn sheep, mountain lions, Mexican wolves, endangered African cheetahs and cinerous vultures. The new Eagle Canyon exhibit, lush botanical gardens and nature trails, a fascinating "after-sundown" exhibit of live native mammals and reptiles, cafe, 600-seat amphitheater, bookstore/gift shop, picnic areas and serene patios make it a must stop for groups or individuals.

Call **(760) 346-5694** for hours, group and individual fees and directions.



McCallum Theatre for the Performing Arts

This intimate, 1,125 seat, state-of-the art facility is a premier showcase for artists, theater and dance companies known throughout the world. For more information and a schedule of upcoming performances, call **(760) 346-6505**; for tickets, call the Box Office, **(760) 340-ARTS**.



Palm Springs Aerial Tramway

Known as "the world's most spectacular aerial ride," the tram soars from sea level to a Mount San Jacinto State Park station at 8,516 feet. With an Alpine buffet restaurant, cocktail lounge, gift and apparel shop, picnic area, movie theater, 54 miles of hiking trails, cross-country skiing in the winter and Wilderness Trail Rides in Long Valley in the summer, the park is a favorite with visitors year-round. Cars depart every half hour; the tram is closed for maintenance two weeks every August.

Call **(760) 325-1391** for hours, group and individual fees, and directions.



Palm Springs Desert Museum

This nationally accredited art and science facility features various galleries, the Annenberg Theater, sculpture gardens, fine permanent collections, top changing exhibitions, lectures, concerts, classes, field trips, a reference library, American Indian artifacts and art.

Call **(760) 325-7186** or **(760) 325-0189** for hours, group and individual fees, and directions.



Oasis Water Park

With 13 waterslides, a wave pool for body and board surfing, beach volleyball and more, Oasis is the coolest place in the desert to be every March through October! Private rental cabanas, lockers, dressing rooms, and a European-style health club are also available.

Call **(760) 325-7873** for hours, group and individual fees, and directions.



Eldorado/Empire Polo Clubs

Top players from around the world compete in league matches November - April, arena polo September - October, and grass and arena polo during summers. The clubs feature celebrity tournaments, international social events, clinics, boarding, pitch 'n' putt golf, croquet, 15 fields and fieldside picnics.

For hours, group and individual fees, and directions, call Eldorado, **(760) 342-2333**; Empire, **(760) 342-3321**.



Indian Canyons

Five miles from the center of Palm Springs, the centuries-old beauty of Andreas, Murray and Palm Canyons remains untouched by time. The trading post, picnic grounds, hiking and horse trails are open daily.

Call **(760)325-5673** for hours, directions, and group and individual fees.



Joshua Tree National Park

To understand the differences between the "Low" and "High" California deserts, tour Joshua Tree National Park. Comprised of approximately 1,240 stunning acres where the Lower Colorado meets the Mojave, visitors can enjoy horse and hiking trails, campgrounds and car tours.

Call **(760) 367-7511** for hours, fees and directions.



Balloon Flights

Soar with the sunrise or into the sunset on a champagne flight. Breakfasts, picnics, personalized services, and photos are available. For specific programs, group and individual fees, and directions, contact the following companies: A Adventure Flights, (800) 404-6359; A Balloon Adventure by California Dreaming, (800) 373-3359; A Rainbow Rider's Adventure, (760) 340-5545; Air-Up Adventures, (888) 247-4887; Airventure Balloon Tours, (800) 538-5409; The Balloon Ranch, (619) 398-0682; Balloons Above the Desert, (760) 776-5785; Desert Balloon Charters of Palm Desert, (760) 346-8575; Dream Flight Balloons, (760) 321-5154; and Fantasy Balloon Flights, (800) 462-2683.

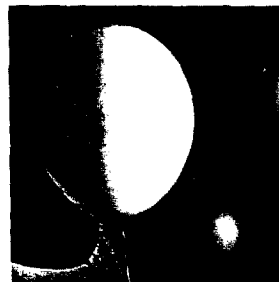
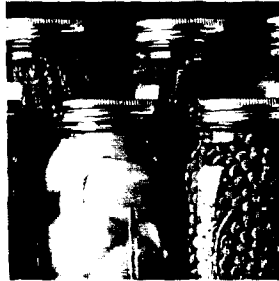
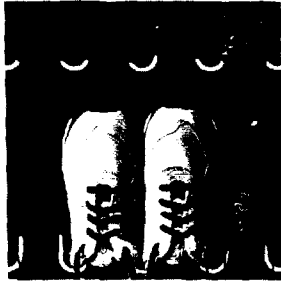
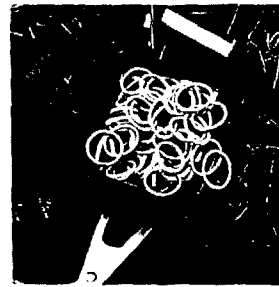
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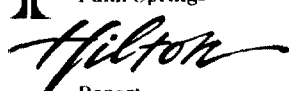
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